



MONTHLY BOARD MEETING

12 February 2020 / 4:00 PM

La Jolla Riford Library
7555 Draper Avenue, La Jolla, CA 92037

MONTHLY MEETING AGENDA¹

Set-up Venue / Sign-in			
<ul style="list-style-type: none"> • Please silence cell phones • Visitor sign-in sheet - please make sure to sign-in 			
1.	Call to Order - Monthly Board Meeting	Action	Brett Murphy, President
2.	Roll Call Present: Amber Anderson, Morgan Barnes, Cody Decker, Gabriela Guevara, Lauren Johnston, Brett Murphy, Melissa Snook, Jessica Wiley, Julie Wright Absent: Robert Mackey, Kelli Metcalf, Benoit Roux, Max Shenk, Tammy Tillack, Kipp Williams	Action	Jessica Wiley, Secretary
3.	Approval of January Minutes	Motion: Murphy Second: Amber Anderson Motion carried unanimously with abstentions by Gabriela Guevara and Jessica Wiley	Wiley
4.	Non-Agenda Public Comments (limited to three minutes) <ul style="list-style-type: none"> • Upcoming Events • Updates from Community/Political Leaders • New Business Introductions • All other public comments Mike – Press and print services. Business since 1990. Located in Kearny Mesa. Steve Hadley – Barbara Bri city council representative John – Horizon Professional Window Cleaning. Commercial and residential – new associate member Jason Weisz– Toni Akins: pressing issues include housing and homelessness Kathy Mays – Pruvit, Steven Alan Dow - Educational Solutions. College prep and counseling services	Information	Murphy
5.	Organizational Excellence A. Associate Membership Approval David Morgan, Reaction Marketing. Frozen activation event March 14 th . Promotional company.	Action	Jodi Rudick,

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	<p>Raymond Freeman – Keller Williams. Independent agent</p> <p>B. Accept Board Member Resignation – Tammy Tillack</p> <p>C. New Board Member - Present Self Nominations Received. Vote on and Swear in New Board Member if selected.</p> <p>Katey Longo – Peter Like Gallery on Prospect. Notes that she supports events in the community to keep a vibrant and fun atmosphere. Mark Galvenson spoke on behalf of Katey, speaking to her ability to unify business and community members</p>	<p>Motion: Morgan Barnes Second: Brett Murphy Unanimous</p> <p>Motion: Amber Anderson Second: Julia Wright Unanimous</p> <p>Information</p> <p>Action</p> <p>Motion: Brett Murphy Second: Amber Anderson Unanimous</p>	<p>Rudick/Murphy</p>
<p>6.</p>	<p>Financial Report January Financials In Kelli's absence, Brett gave budget update. Please review February budget</p> <p>Draft 2021 Budget – Due to City February 21 Brett noted pay increase for Executive Director. Unanimously approved by executive board.</p>	<p>Action Motion: Cody Decker Second: Lauren Johnston Unanimous</p> <p>Action Motion: Brett Murphy Second: Julie Wright Unanimous</p>	<p>Murphy</p>
<p>7.</p>	<p>Economic Vitality and Merchant Development Report</p> <p>A. Block (Zone) Captain Program – Stephen Gamp, Banc of California. Goal is to recruit 24 total Zone Captains. Info Session at 1:30pm on February 20 at Cove House.</p> <p>Block Captain mission is to open up discussions with local business owners on how to improve business in La Jolla. Requesting for 6+ months commitment. Meetings will be held monthly. Currently 16 registered for lunch.</p> <p>B. Business4Breakfast – February 18, 3rd Tuesday 8 AM – 9:30 AM February – May. Thanks to Cove House for sponsoring</p> <p>a. Feb 18 - Profitable Partnerships – offer overview for 3rd party events including the Concours D'Elegance and La Jolla Half Marathon. Learn how to collaborate for business success</p>	<p>Information</p> <p>Information</p>	<p>Rudick</p> <p>Rudick and Amber Anderson</p>

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	<p>b. March 17 – Tourism Update with SDTA</p> <p>c. April 21 – Commercial Real Estate Update</p> <p>d. May 19 – Marketing Tactics for the New Decade</p> <p>C. Business Mixer – April 16th 5:30-7:30pm – Amber Anderson announced a Merchant Mixer on April 16 in conjunction with the Concours D’Elegance at Sotheby’s. Detail forthcoming</p>		
8.	<p>Design/Construction/Traffic</p> <ul style="list-style-type: none"> • Request for Support/Construction Updates and Requests (if submitted) • Update from Enhance La Jolla Executive Director, John Unbewust Enhance La Jolla – Next meeting March 19th Maintenance: funded by MAD – completed sidewalk power washing for zone 1. Hoping to increase frequency to 6 x a year. Continuing to pick up trash in the community as a supplement to the city trash services– regularly picking up 600lbs of trash every week. Hoping to open up dog stations throughout the community in the future Capital Improvements: privately funded – Next meeting March 5th 4pm rec center. Part A – estimated 10 million investment for 3 locations: <ul style="list-style-type: none"> • Belvedere Pedestrian Promenade located at Girard and Herschel at estimated cost of 5 million • Street scape Wall and Girard • Street scape Silverado and Girard 	<p>NONE</p> <p>Information</p>	<p>Murphy</p> <p>John Unbewust</p>
9.	<p>Promotions/Events/Experiences</p> <p>A. Enjoya La Jolla – Recap of heART Walk Included over 15 artist, local gallery sidewalk art, and musicians on every block. Event was a great success</p> <p>a. March 14 – Frozen Themed Scavenger Hunt LJVMA will be hosting urban scavenger hunt in collaboration with Disney. Show is March 26th- April 12th.</p> <p>b. April 18 (THIRD Saturday) Brake in the Village</p> <p>c. May 9 – Celebrating Mothers</p> <p>d. June 13 – Global Wellness Day</p> <p>B. Upcoming 3rd Party Events</p> <p>a. Concours D’Elegance – Request for support for street closures Taking place April 17-19. Concours would like to embrace the LJ village to promote local businesses via car themed window displays, branded merchandise for resale, and collaboration with LJVMA Brake in the Village</p> <p>b. Fireworks Update – confirmed for 9pm</p> <p>C. Co-op Advertising Update</p> <p>a. Tourism Publications</p> <p>b. La Jolla Light La Jollalty Card Ad Program Continuing to add participants.</p> <p>c. Others</p>	<p>Information</p> <p>Action Motion: Amber Second: Lauren Unanimous; Brett abstains</p>	<p>Morgan Barnes</p> <p>Mike – Chairman of the La Jolla Concours D’Elegance</p> <p>Murphy</p> <p>Rudick</p>
10.	<p>Adjourn Meeting – 4:00 PM Riford Library Next Meeting, March 11, 2019 – ALL MEMBERS ENCOURAGED TO ATTEND.</p>	<p>Action</p>	<p>Murphy</p>

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2020-2021 Strategic Plan Initiatives

Our Mission: We bring business to La Jolla Village

Main Street America's Four Planning Tenets				
1. ORGANIZATION	2. ECONOMIC VITALITY	3. DESIGN	4a. PROMOTION (Events)	4b. PROMOTION (Marketing & Publicity)
<p>Professionalism</p> <ul style="list-style-type: none"> <input type="checkbox"/> Create BOD Handbook <input type="checkbox"/> Consistent BOD onboarding process <p>Membership</p> <ul style="list-style-type: none"> <input type="checkbox"/> Give Monthly Awards to increase attendance at monthly meetings, election process, committees <input type="checkbox"/> Associate Membership Actively promote Category (Bird Rock/La Jolla Shores) <p>Ways and Means</p> <ul style="list-style-type: none"> • Explore new grants • Fundraising Event • Sponsorship • BID Compliance <ul style="list-style-type: none"> o Summer Intern completed audit of BID; anticipated 20% revenue increase o Audit every other year (2021) o Reach out as needed. <p>Decrease staff costs using volunteers</p> <ul style="list-style-type: none"> • Student/Interns • Community Members <p>Continue assigning Liaisons to other La Jolla Community Groups</p>	<p>Merchant Networking</p> <ul style="list-style-type: none"> <input type="checkbox"/> Merchant Business Breakfasts. <ul style="list-style-type: none"> o Commercial Panel o Business Law o Tourism Update o Take Your Social Media to the Next Level o Profitable Partnerships (Spring) o Profitable Partnerships (Fall) • Merchant Mixers <p>Block Captains</p> <ul style="list-style-type: none"> <input type="checkbox"/> Formalize Program and Choose Chair <input type="checkbox"/> Meet with merchants regularly <input type="checkbox"/> Create New Business Welcome Packet. <input type="checkbox"/> Develop mentorship program matching new businesses with long-time merchants <p>Real Estate Relationships</p> <ul style="list-style-type: none"> <input type="checkbox"/> Develop relationship with property owners, commercial real estate brokers. <p>Traffic and Parking</p> <ul style="list-style-type: none"> <input type="checkbox"/> Continue work with parking consultant. <input type="checkbox"/> Shuttle - Readdress when trolley opens. 	<p>Leverage Seals</p> <ul style="list-style-type: none"> • Create Seals on Parade Public Art project <p>Place-Making/Signage</p> <ul style="list-style-type: none"> • Cove • Directory • Parking Signage • Pedestrian Signs <p>Year-Round Ambience</p> <ul style="list-style-type: none"> • Ongoing relationship with MAD • Promote Store-front maintenance of PROW/private owned planters, etc. • Music through the village • Determine future of Holiday Décor and lightline 	<p>Duplicate successful events</p> <ul style="list-style-type: none"> • Pillage the Village in Spring (St. Patty's Day/Spring Scavenger/Egg Hunt) • Taste of SoVile (Fay/Pearl?) <p>Enjoya La Jolla</p> <ul style="list-style-type: none"> • Earlier time 12– 3 • Family/Children's Activities • Get more services involved • Get merchants involved outside the Village Center (Create Highlighted Zones, ie Fitness of Fay, Upper Girard Design District, Happenings on Hershel, • Secure sponsors <p>Fireworks</p> <ul style="list-style-type: none"> • Pre event dining/shopping event • VIP Event (Fundraiser?) <p>Standardize 3rd Party Event MOU</p> <ul style="list-style-type: none"> • invite to partnerships with LJVMA • Link Merchants to 3rd Party Events: (Parade, Concours, Open Aire Market, Wine and Art Festival, Fashion Film Festival, Summer Concerts, Taste of LaJolla, MOCA, Farmer's Open, et al 	<p>Highlight Current Marketing Magnets</p> <ul style="list-style-type: none"> • Leverage our most popular attractions (Seals, Sea Lions, Scenery) • Implement strategies to move people from the Cove to the Village <p>Charitable Partnering</p> <ul style="list-style-type: none"> • Partner with Local nonprofit <ul style="list-style-type: none"> o La Jollalty Card Fundraisers o Monthly Give-Back Days o Each month % of sales go back to that nonprofit (Enjoya La Jolla?) <p>Advance Social Media</p> <ul style="list-style-type: none"> • Merchant involvement • Promote #mylajolla #enjoyalajolla #lajollatycard • Paid boosts for Facebook events • Create snapchat filter • Add Facebook retargeting pixel to website • Explore Google products • Social sharing links in all media newsletter <p>Update La Jolla Village Map for wide distribution (hotels, concierge, park rangers, association, etc.)</p> <p>Co-op advertising</p> <ul style="list-style-type: none"> • Tourism publications • La Jollalty/Enjoya • Explore radio • PR consistency • Intern Project • Media alerts • Feature Story pitching <p>La Jollalty Card</p> <ul style="list-style-type: none"> • Marketing Plan • Increase Merchant Engagement

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